Note for Weinstein, Barbara

From: Moose, Jim

Date: Fri, Nov 3, 1995 9:28 AM

Subject: YTD Brand Promo + Future

To: Beran, Dave; Blumenson, Gail; Conrad, Nancy; Gawronski, Edward; Johnson, Lillian; Joyce, Ed; Levy, Carolyn; Lewis, Arlene; Murphy, Dan; O'Brien, Sheila; Piscitelli, Patrick; Resman, Tess; Rubin, David; Saloun, Tom; Schwartz, Andrew; Shah, Biren; Sinha, Arun; Weinstein, Barbara

File(s): YTD Brand Promo + Future

Promotional shipment volume for the week ending 11/3/95 was 534 million units versus a projection of 543 million units, as follows:

- Basic 158 Mn units vs 173 Mn units expected
- Cambridge 1 Mn units vs 2 Mn units expected
- Marlboro 375 Mn units vs 368 Mn units expected – 369/375

Marlboro Unlimited B4G1F is almost 100% shipped to wholesalers.

Expected promotional volume for next week is 130 million units, as follows:

- Basic 117 Mn units
- Cambridge 2 Mn units
- Dave's 4 Mn units
- Marlboro 7 Mn units

Please let me know if you have any questions.

Jim

534 ~~369~~ 158

2 days Nov 383 ~~291~~ 88

78

3 days 151 ~~84~~ 70

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Source: https://www.industrydocuments.ucsf.edu/docs/lpwj0004